

Lejia Mu

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EDUCATION

University of Toronto, Honours Bachelor of Arts

Toronto, ON

- *Major Program:* Economics for Management Studies May 2025
- *Relevant Coursework:* Microeconomics, Macroeconomics, Quantitative Methods in Economics, Regression Analysis, International Economics, Economics of Human Resource Management, Financial Crises: Causes, Consequences and Policy
- *Major (Joint) Program:* New Media Studies May 2025
- *Relevant Coursework:* History of Media, Digital Fundamentals, New Media Communications, The Language of Design, Interface Design, Navigation and Interaction, Sound Design, New Media Design, Application Software for Interactive Media

PROFESSIONAL EXPERIENCE

Xiaomi, Sales and Digital Marketing Intern, Shenzhen, CN

June 2023 – August 2023

- Assisted customers in choosing and purchasing Xiaomi products, demonstrating in-depth product knowledge and offering tailored suggestions based on customer needs and interests.
- Participated in weekly team meetings to discuss sales goals, advertising campaigns, and customer feedback, providing valuable insights that were incorporated into store operations, Xiaomi ecosystem, and Xiaomi digital platforms such as mi.com and MIJIA.
- Edited and posted Xiaomi product content in WeCom Moments to promote sales and enhance brand visibility to potential clients.
- Contributed to a 30% increase in sales during the internship period by upselling accessories and implementing targeted sales strategies that focused on customer engagement and relationship building.

Douyin, Content Creator, Remote

September 2023 - Present

- Managed a Douyin account in the fashion and outfit niche, achieving over 41k likes and surpassing 100k views through engaging video content and photo slideshows.
- Produced high-quality videos and photos using CapCut and Adobe Photoshop to share styling tips, outfit ideas, and fashion trends.
- Implemented Douyin analytics to form data-driven content strategies, resulting in an increased video exposure across the platform.

PROJECT EXPERIENCE

Media News Website, Interface Design course project, Toronto, ON

January 2024 – March 2024

- Created comprehensive wireframes, detailed designs, and interactive prototypes using Figma, ensuring a visually appealing and user-friendly interface.
- Designed home screen, newsletter signup, navigation menu, and article content layouts optimized for mobile viewing.
- Delivered a high-fidelity prototype ready for development, significantly improving user experience and mobile accessibility.

Platformer Adventure 2D Game, Application Software course project, Toronto, ON

February 2024 - April 2024

- Collaborated with a multidisciplinary team to conceptualize, design, and develop an original platformer adventure game.
- Spearheaded the programming and integration of the game using Unity Engine, ensuring seamless gameplay, robust functionality, and a compelling user experience.
- Delivered a game that raises awareness about environmental issues through its design and elements.

Fiction Film, Sound and Video course project, Toronto, ON

February 2024 - April 2024

- Served as Director and Director of Photography, leading the team through all phases of the film's creation.
- Oversaw script development, casting, location scouting, direction, cinematography, editing, and sound design.
- Completed a high-quality short fiction film that received the Best Film Award, demonstrating strong leadership and creative skills.

HONORS AND AWARDS

Dean's Entrepreneurship and Innovation Award, Toronto, ON

May 2024

- Recognized for developing an original platformer adventure game using Unity, demonstrating independent thinking, initiative in identifying and creating opportunities, and the ability to accept risks while establishing value for others.

Best Film Award, Toronto, ON

December 2023 – April 2024

- Recognized for 2x Best Film in New Media Studies Program (2023-2024).

University of Toronto Entrance Scholarship, Toronto, ON

October 2020

- Selected as a top candidate for university admission with outstanding grades and IB Diploma.

SKILLS AND INTERESTS

Language: Proficient in French, Fluent in English, Native in Mandarin

Technical Skills: Python, C, C#, JavaScript / jQuery, HTML, CSS, PHP, MySQL, R, Adobe Creative Suite, Blender, Figma, Unity

Interests: Basketball | Swimming | Soccer | Badminton | Gaming | Tennis | Fencing